



Walker Square Action Plan

Welcome





GROWING PROSPERITY

**An Action Agenda for Economic Development
in the City of Milwaukee**



ReFresh Milwaukee



FRESH COAST. FRESH IDEAS.
A Vision for Community Sustainability
www.ReFreshMKE.com

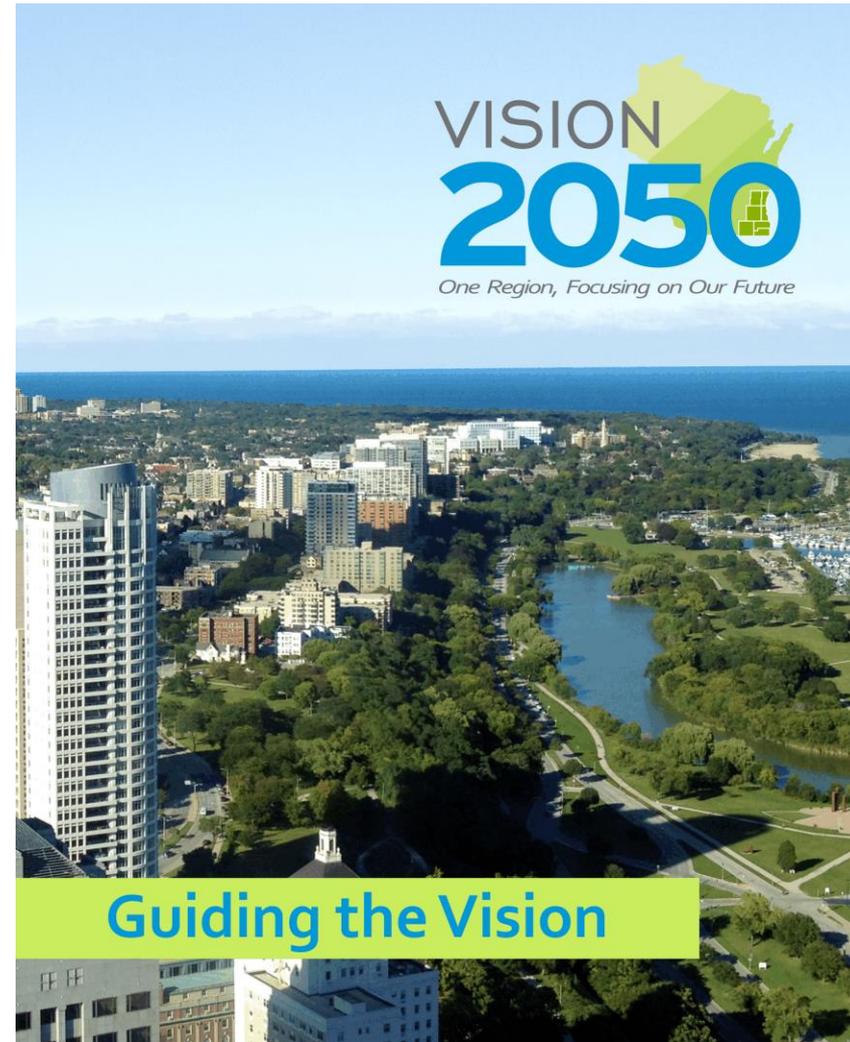


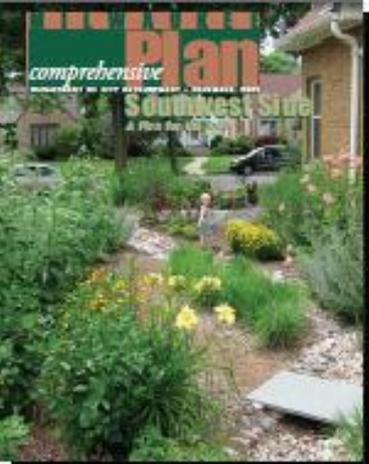
VISION 2050

Development of a shared long-range vision for land use and transportation in the Region



Will result in a new year 2050 regional land use and transportation plan





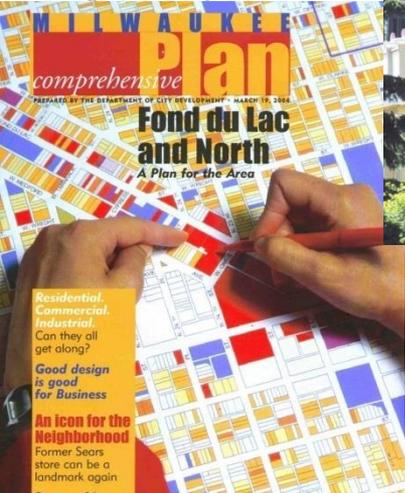
Market Study, Engineering, and Land Use Plan for the Menomonee Valley

Final Report
Prepared for the Department of City Development
City of Milwaukee



Co-Sponsors:
Milwaukee Metropolitan Sewerage District
Menomonee Valley Business Association

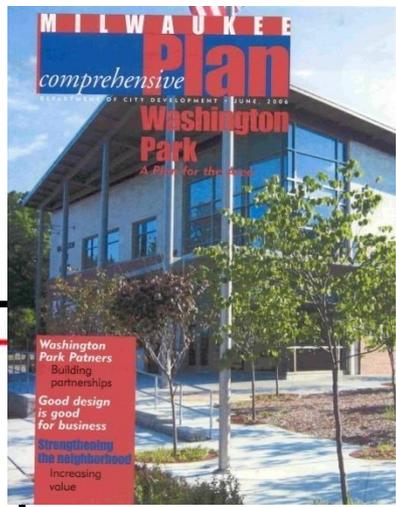
Lockwood Greene Consulting
Fluor Daniel Consulting
Trkla, Pettigrew, Allen & Payne, Inc.



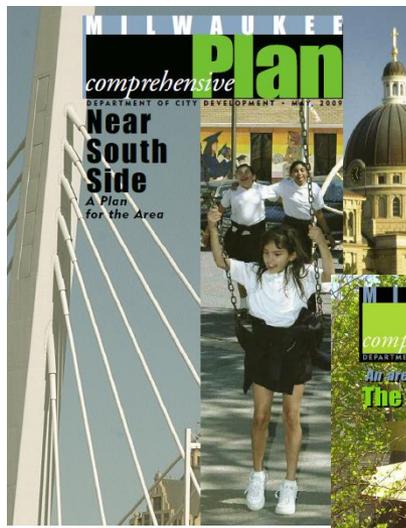
Residential, Commercial, Industrial
Can they all get along?

Good design is good for Business

An icon for the Neighborhood
Former Sears store can be a landmark again



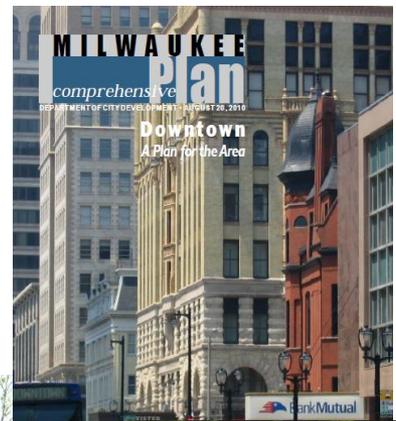
Washington Park Partners
Building partnerships
Good design is good for business
Strengthening the neighborhood
Increasing value



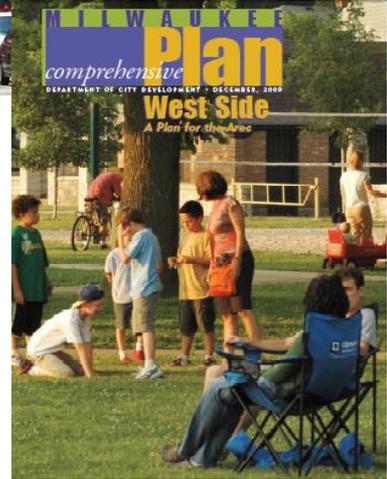
comprehensive Plan
Near South Side
A Plan for the Area



comprehensive Plan
An Area Plan for The Southeast Side



MILWAUKEE comprehensive Plan
Downtown
A Plan for the Area



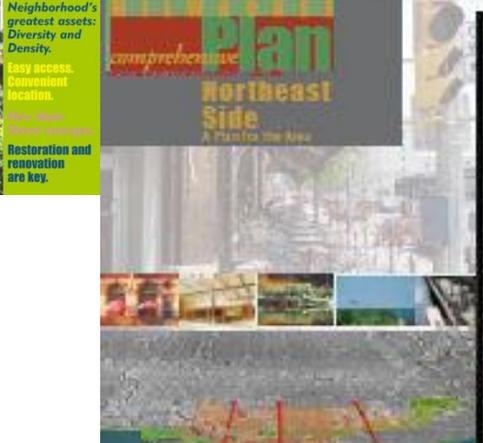
MILWAUKEE comprehensive Plan
West Side
A Plan for the Area



comprehensive Plan
Near West Side
A Plan for the Area



comprehensive Plan
The Third Ward
A Plan for the Neighborhood



Neighborhood's greatest assets: Diversity and Density.

Easy access, convenient location.

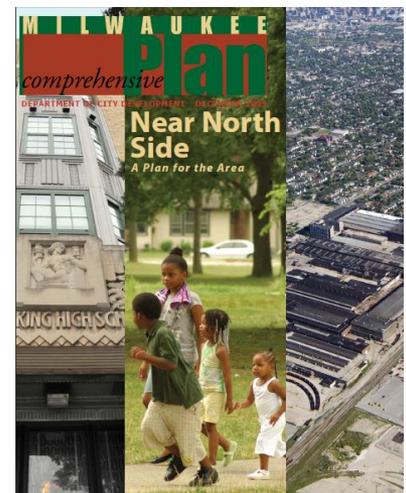
How does street design? Restoration and renovation are key.



comprehensive Plan
Northwest Side
A Plan for the Area

Good design is good for business

Housing choices for many lifestyles



MILWAUKEE comprehensive Plan
Near North Side
A Plan for the Area

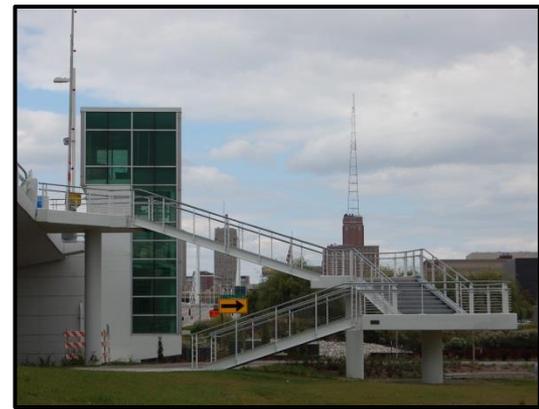
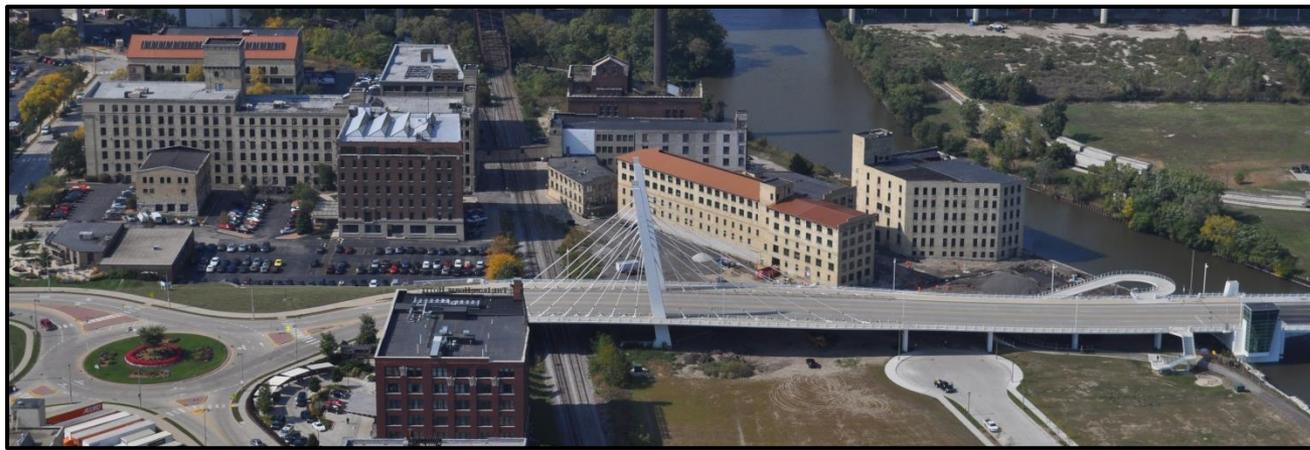


MENOMONEE VALLEY 2.0

WE'RE NOT DONE YET

Help us #PlanTheValley at PlanTheValley.org











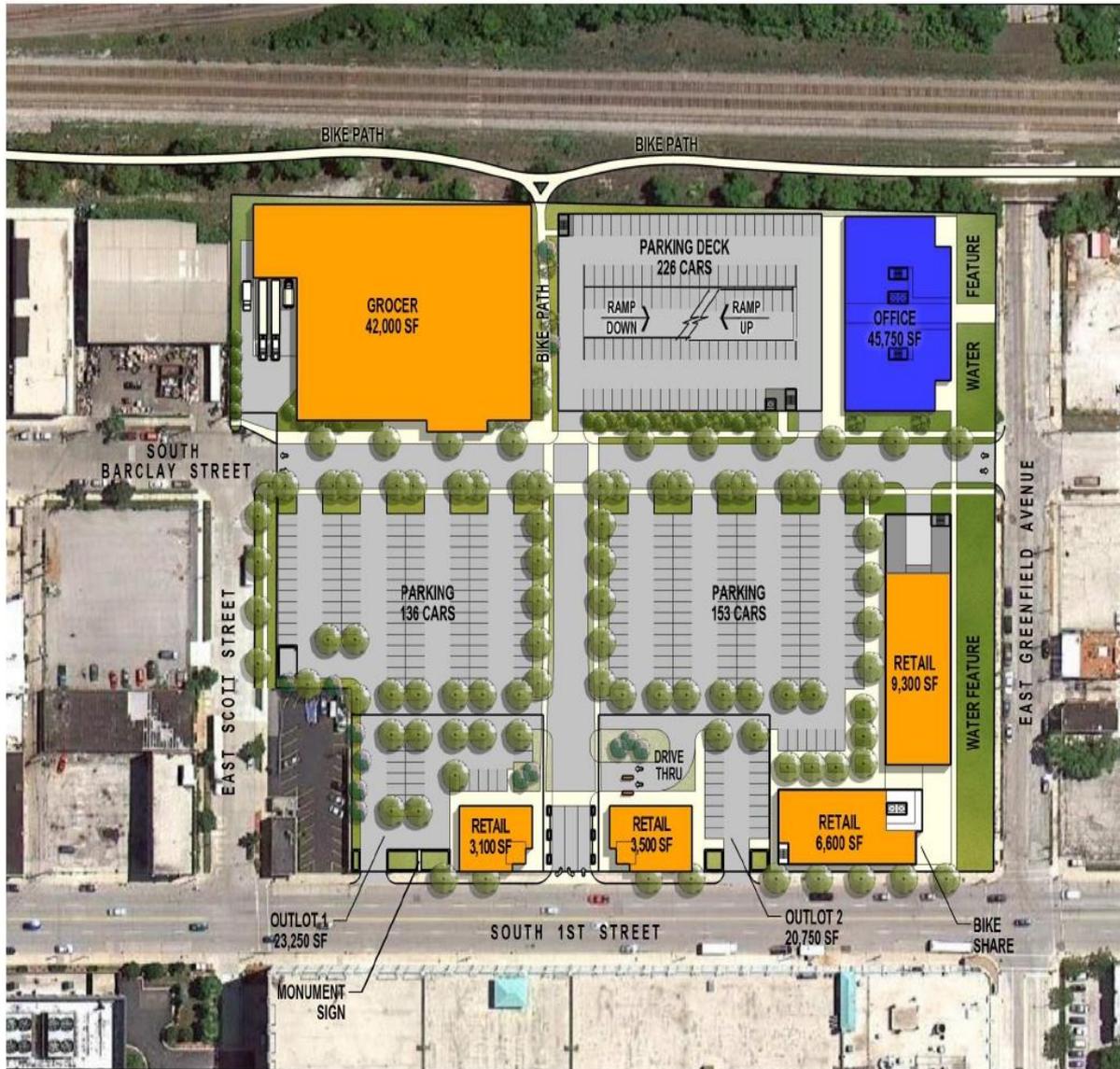
PRIMARY
STUDY AREA

ANCIllARY
STUDY AREA

SCHOOL OF FRESHWATER SCIENCES

PORT OF
MILWAUKEE



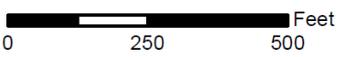




AERIAL FROM INTERSECTION OF GREENFIELD AVENUE & WATER STREET

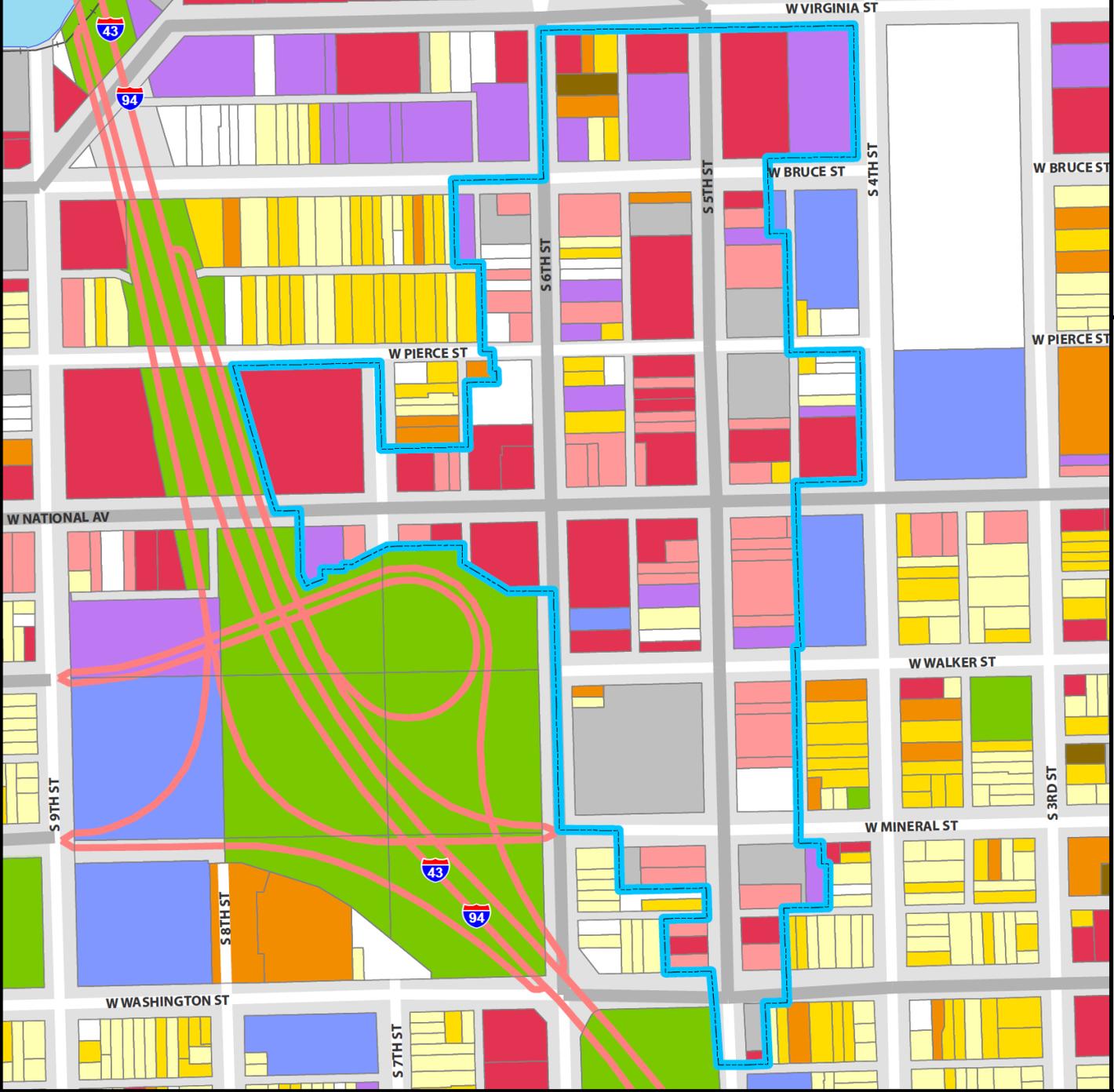


Proposed TID 6th and National



 Proposed TID Boundary

-  Single Family
-  Duplex
-  Multi-Family
-  Condominiums
-  Commercial
-  Mixed Commercial and Residential
-  Manufacturing, Construction, and Warehouse
-  Transportation, Communications, and Utilities
-  Agriculture and Fishing
-  Public and Quasi-Public Buildings
-  Public and Quasi-Public Open Space
-  Vacant Land



Prepared by the Dept. of City Development, 5 December 2014
 Source: City of Milwaukee Information & Technology Management
 Division; Redevelopment Authority of the City of Milwaukee



Planning Team



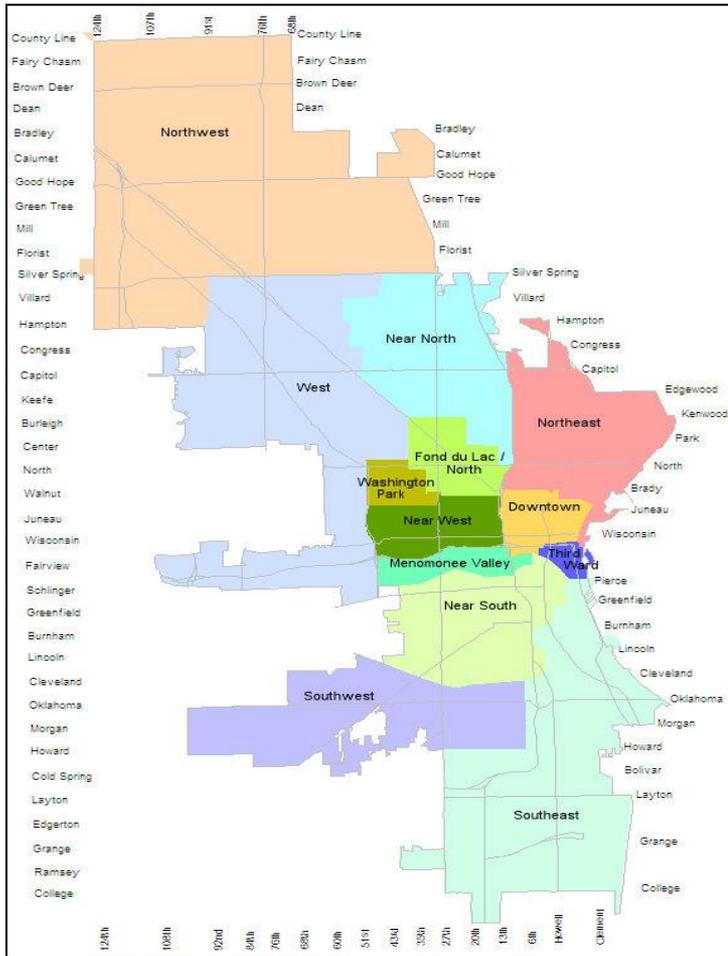
**Department of City Development
Office of Alderman Jose Perez**



Walker Square Neighborhood Association



Planning Process



City of Milwaukee
Comprehensive Plan
a series of documents

- 13 Area Plans
- Menomonee Valley
 - Downtown
 - Third Ward
 - Fond du Lac & North
 - Near West Side
 - Washington Park
 - Northwest Side
 - Southeast Side
 - Northeast Side
 - Near South Side
 - West Side
 - Near North Side
 - Southwest Side

Citywide
Policy Plan

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • FEBRUARY, 2005
Northwest Side
A Plan for the Area

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • OCTOBER, 2005
Northeast Side
A Plan for the Area

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • MARCH 2006
Near South Side
A Plan for the Area

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • JUNE, 2006
The Southeast Side
A Plan for the Area

Rdfr dffl dffklj
d;flkdv ffsdf
Cddf fjerk dfrf a
dlfkldf?

Good design
is good
for Business

A daf fdo the
Neighborhood
Derrnfga g dff fsdv
dfrakldkf dfk

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • DECEMBER, 2009
West Side
A Plan for the Area

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • OCTOBER, 2010
Downtown
A Plan for the Area

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • MARCH 2011
Near West Side
A Plan for the Area

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • JUNE, 2006
Washington Park
A Plan for the Area

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • MARCH 2011
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comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • DECEMBER, 2009
Southwest Side
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comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • MARCH 2011
The Third Ward
A Plan for the Neighborhood

MILWAUKEE
comprehensive Plan
DEPARTMENT OF CITY DEVELOPMENT • MARCH 2011
Fond du Lac and North
A Plan for the Area



Planning Process

4 Phases of Planning

Analysis

Visioning (Public Participation)

Synthesis

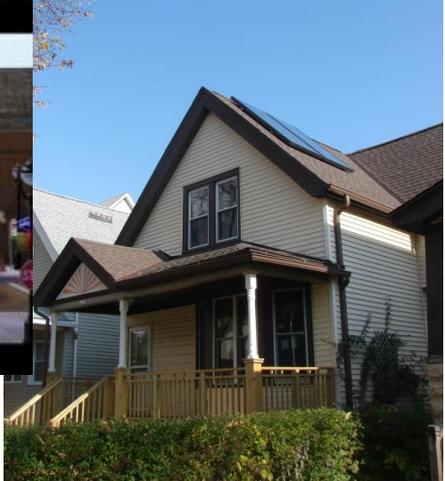
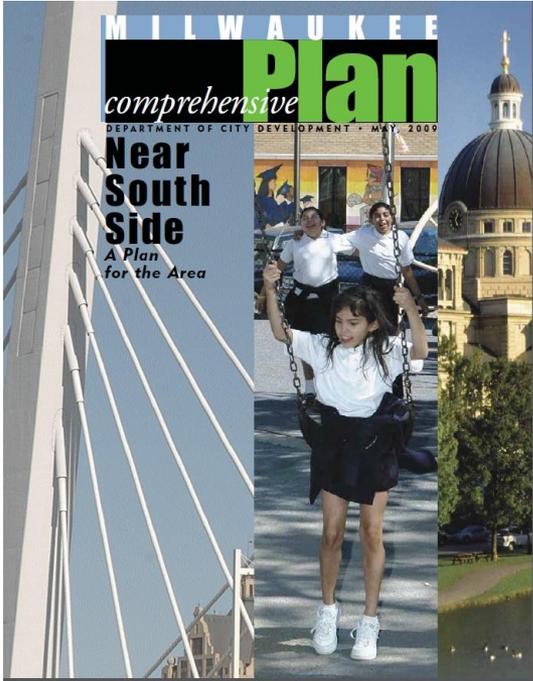
Review and Approval



Planning Process



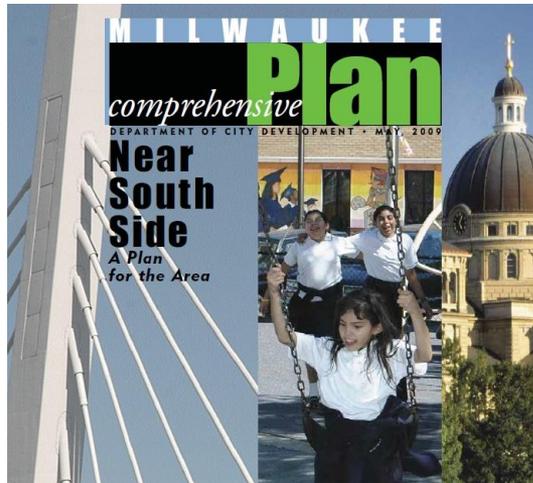
Walker Square Action Plan





Walker Square Action Plan

Planning Process



MAP 16: CATALYTIC PROJECTS

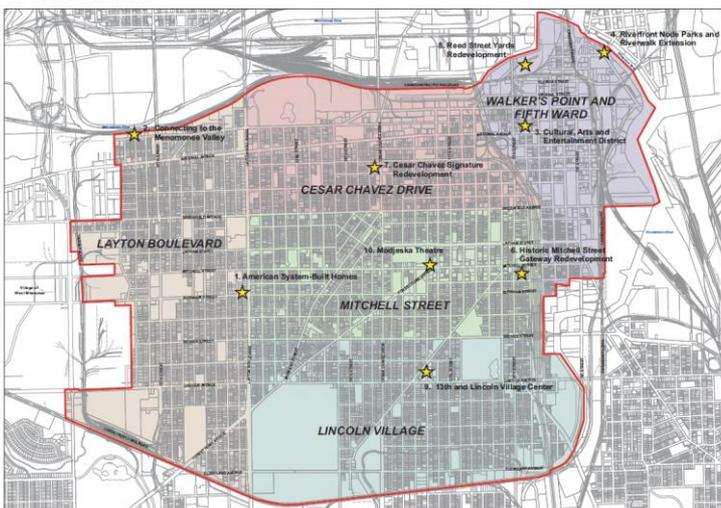
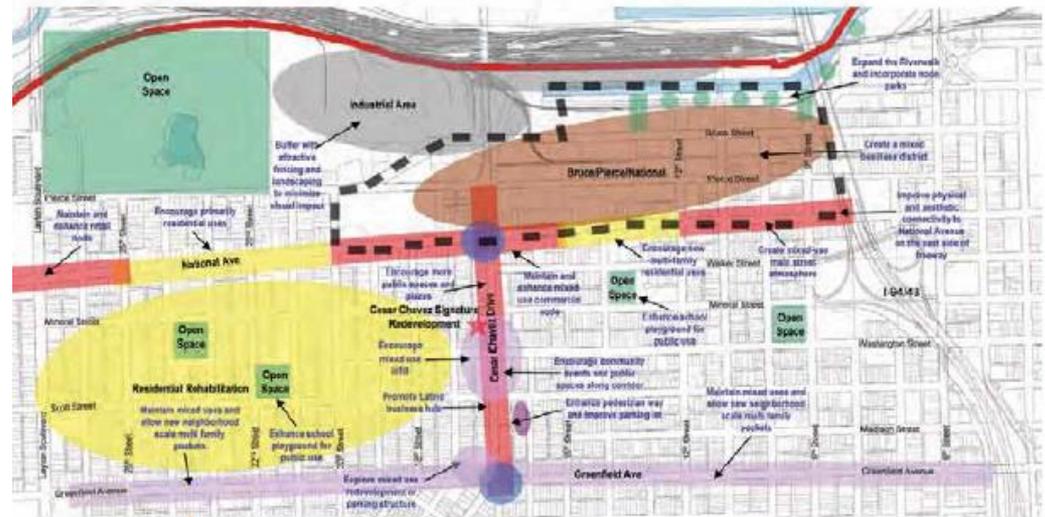


Exhibit 6: Cesar Chavez Drive District

Boundary: Greenfield, Layton, Rail Road tracks and I-94/43

- Residential (single-family/duplex)
- Commercial (primary retail corridor)
- Mixed use (commercial/residential)
- Mixed business
- Parks and open space
- Industrial/Business
- Gateway
- Parking Facility
- Pedestrian connection
- Roadway connection
- Catalytic Project
- Redevelopment area





Neighborhood Characteristics

- ★ Younger population than city average
- ★ Lower concentration of city owned and bank foreclosed properties than other neighborhoods
- ★ Lower concentration of vacant lots
- ★ More family households than average
- ★ Lower rates of workforce participation

Areas of Focus



Housing Conditions
Commercial Corridors



Public Spaces

Street / Bicycle / Pedestrian
Connections



Major Development on Chavez Dr.





Schedule

March 2015

Spring 2015

Summer 2015

Fall 2015

Launch

Information Gathering

Interviews/Focus Groups

Draft Plan

Public Reviews

Plan Revisions

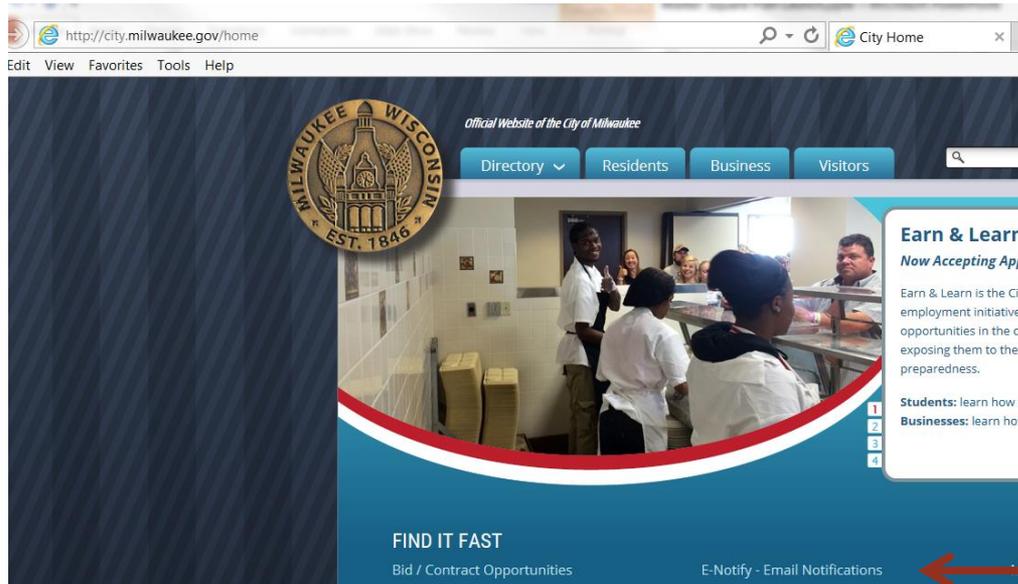
Adoption



Planning Process

How can I stay involved?

- Sign up for E-Notify



Visit city.milwaukee.gov

Sign up to receive E-Notify updates in the “Near South Side Plan” category

- Focus groups in spring/summer